

UNIVERSITY MISSOURIAN

(Wednesday, June 9, 1915)

MR. BRYAN'S RESIGNATION.

The retirement of Mr. Bryan from the post of Secretary of State will not bring the shock of surprise that it would have caused a few weeks ago. For it has been known for some time that between him and the President there was a fundamental difference of opinion regarding the attitude of the United States in the crisis growing out of the Lusitania disaster. While the note protesting against Germany's methods of submarine warfare was signed "Bryan," it is known that it was written by the President. Moreover, the President's chief adviser in the preparation of the note was not the Secretary of State, but Counselor Lansing of the State Department.

Mr. Bryan, according to the news dispatches, has stood alone in the Cabinet in his opposition to the tenor of the note which has just gone forward to Germany. He would have left the way open to arbitration. The President wishes to bring the question to immediate issue.

The difference is irreconcilable. It represents a difference inherent in the character of the two men. That being so, Mr. Bryan doubtless felt that his usefulness as a cabinet member was ended. He preferred not to be held up to the country as a stumbling block in the way of the execution of the President's policies. He acted, his friends will believe, in the only way consistent with good citizenship.

Mr. Bryan's retirement leaves the way clear to the President. It leaves Mr. Bryan shorn of his official title, but still a commanding figure in public life. He will continue to make his influence felt in the party and outside of it.

Mr. Bryan was consistent in his resignation; the President was consistent in his acceptance of it. It is fortunate that there has been no unseemly squabble such as England has just had in the reorganization of her cabinet. The President is free to go ahead in the assurance that behind him is a united official family, representing a people who will uphold his hands in any "act or word" for the maintenance of national rights.

The Passing of Rural Roadside Advertising

By W. L. Nelson in the Breeder's Gazette. ADVERTISING, and especially advertising designed primarily to reach the rural reader, is undergoing a rapid change. This is due in part to the fact that the farmer, because of better mail facilities, reads more papers than formerly.

There are other influences, too. More and more is the farmer coming to appreciate the beauty about him and to see in the countryside more than a billboard. He is no longer willing to have his barn roof, his fences or gates, or even the fine old tree in front of the farm converted into a cheap advertising agency.

True, there are exceptions. Occasionally we find a farmer who is willing to advertise some store by allowing an advertisement in boxcar letters to be painted on his barn roof, or who in exchange for circus tickets has the side of his stable covered with show advertising. The average farmer, however, is coming to guard jealously the beauty of his place—his home. If on this place there is advertising, it is his own. Nor is the character of this advertising objectionable. Generally it consists of the farm name. To this is sometimes added the name of the farm owner. Neatness and permanency, rather than size and gaudiness, characterize the sign.

Formerly, board fences on the roadsides near towns and villages were covered with the advertisements of local merchants. As time passed, business transfers and deaths made of these "standing ads" a sort of morgue or business cemetery directory. Varying the advertising program somewhat, some merchant would now and then get out large handbills which were distributed in anything but an efficient fashion or nailed in quantities to roadside trees, where many remained until loosened by wind and weather. Scattered over the ground, these papers served to frighten teams or washed into ditches they stopped drains.

Now town and country are becoming more respectful of the rights of each other as they are drawn into more intimate and sympathetic relationship. The country is coming to resent the

ugly and to strive for the beautiful and the worth while, just as does the city. As this idea grows, there may come a time when no merchant will dare mar the beauty of a country drive by placing there an unsightly billboard or other undesirable form of advertising.

Why should the town when it has its annual cleanup week haul all the empty cans, broken crockery, old stoves and rubbish generally and dump them in gullies along the roadside where the farmer and his family must look at them every time they drive to town? Why should not farm cleanup week and town cleanup week be one and the same?

NEW SUMMER COURSES OFFERED

Changes Are Made Also in Several Engineering Classes.

Following are courses offered in the M. U. Summer Session of 1915, not listed in the catalogue:

Education 250, seminary in school supervision. This course is limited to advanced students with special problems. Opportunity for experimental work in the University High School or Elementary School is provided. Time and credit to be arranged. Mr. Meriam.

Organic chemistry 15a. An elementary course designed for those who wish a brief survey of the subject. This course covers the requirement in organic chemistry in the College of Agriculture and in home economics. Three lectures and two laboratory periods. 10-11 M. W. F.—Lab. 11-1, any two mornings, Saturday excepted. (3) Mr. Calvert.

Astronomy 210, stellar photometry. The determination of stellar magnitudes and their variations, by visual and photographic methods. Theory and use of photometric apparatus. (3) Mr. Baker.

Astronomy 220, research. Opportunity for original investigation is offered to qualified students. (4), Mr. Baker.

Courses 102a and 107b are prerequisites to the foregoing courses.

Forestry courses 124s, 125s and 126s, as listed in the University catalogue of 1913-14, page 200.

Here also are changes made in the engineering classes:

Course 1s, mechanical drawing, scheduled to meet from 8 to 10 daily will meet at 2 to 5 Monday, Wednesday, Friday.

Descriptive Geometry, 2a, scheduled to meet at 8 to 10 four times a week will meet from 2 to 4:30 Monday, Wednesday, Friday.

Civil engineering, 101a, elementary surveying, scheduled to meet at 11 to 1 on Tuesdays and Thursdays will meet from 3 to 5 Tuesdays and Thursdays.

Art courses will be held this summer on the third floor of Academic Hall, instead of the fourth floor as formerly. Class meets in Room 319 Academic Hall.

M. O. HUDSON TO GIVE COURSE

Law Professor Will Discuss International Relations.

Prof. Manley O. Hudson of the School of Law will give a short course on international relations at the University of Missouri Summer School. Professor Hudson is secretary of the Missouri Peace Society and special lecturer for the Carnegie Endowment for International Peace.

Professor Hudson will give two lectures and conduct five informal conferences and discussions, all of which are open to the public. The schedule is as follows:

University Assembly lectures, University Auditorium, 10 a. m., July 6, "Has the Peace Movement Failed?" July 8, "The Public Schools in World Politics."

Informal conferences and discussions, east porch, Y. M. C. A. Building, 7:30 p. m.; July 5, "Human Nature and War"; July 6, "A Place in the Sun"; July 7, "Moral and Material Factors in International Relations"; July 8, "International Political Organization"; July 9, "The Problem of American Defense."

Grover O'Neill on Harvard Crimson.

Grover O'Neill, a student in the University in the 1911-12 and 1912-13 sessions, who now is attending Harvard University, has been chosen business manager of the Harvard Crimson for next year. Mr. O'Neill is a member of the Sigma Chi fraternity.

UNIVERSITY MISSOURIAN

Published daily except Saturday by the students in the School of Journalism at the University of Missouri.

JOHN W. JEWELL, Manager

University Missouriian Association. (Inc.): Directors: President, T. S. Hudson; J. A. Murray, Russell M. Bandy, Jr., O. Griffith Carpenter, Ralph H. Turner, D. D. Rosenfelder, A. C. Bayless, Ivan H. Epperson, H. W. Bailey.

Office: Virginia Building, Downstairs

Entered at the postoffice, Columbia, Mo., as second-class mail.

Address all communications to UNIVERSITY MISSOURIAN, Columbia, Missouri.

Phones: Business, 55; News, 274.

Subscription Rates: Year, \$2.50; month, 25 cents; copy, 5 cents.

Farm Notes and News From Washington

By United Press

WASHINGTON, June 9.—"Diversification" of crops is one of the scientific farming tenets being pounded home today by the Department of Agriculture. It is getting results, but some of the results of the campaign are amusing as well as gratifying. An expert of the Department received word from a southern farmer that he was "diversifying" by quitting sugar planting and using all his land instead to raise tomatoes.

The Department's plan is to foster production of home gardens, encourage thrift by teaching people to can fruit and vegetables for home use—to have farmers grow their own hay, peas, corn, potatoes, oats and some cane or sorgham for syrup, and to produce their own meat supply if possible. In the south the Department's experts are particularly driving in the idea that there is almost always some waste land which could be profitably used to raise livestock for the family meat supply at least.

"Encourage the robin and bluebird" is the advice of the Department of Agriculture biologists. These birds will more than compensate for occasional depredations by the assistance they give in killing undesirable insects, according to the experts.

They can be prevented from eating desirable fruits, it is pointed out, by providing them with a supply of wild ones for winter diet when insect food is scarce.

An aerial machine which can fly 2,400 miles without a stop is a marvel to which attention is called by the Department of Agriculture in a bulletin on bird migration. The golden plover is the record breaking flyer, it is said. The bird can make the 2,400 miles in 48 hours, too, and use only two ounces of fuel in the shape of body fat. The bird observers also note that a 1,000-pound aeroplane, if as economical with fuel, would consume only one pint of gasoline in a 200-mile flight. The to-and-fro-motion of a bird's wings, it is related, also appears uneconomical, compared to the almost total lack of lost motion in an aeroplane's propeller.

Warning against the European pine moth as a ravager of forests is being issued by the Forestry Bureau. This pest eats out the new buds in such a way that timber is permanently and seriously damaged. As the moths feed mostly on young trees between 6 and 15 years old, it stunts their growth. Some trees are made unsightly, crippled, and of no commercial value.

Destruction of the infected buds is the only way found so far of combating the new pest. Insecticides will not reach it after it gets into winter quarters. Pruning of the infected buds and twigs is said to be the most successful ruse against the moth. A trace of pitch at the base of the hole where the larvae enters is the test to find the pine moth.

"Pig clubs" are a new enterprise attaining increased success this spring and summer, according to reports being received daily at the Department of Agriculture. A "pig club" is practically a contest of boys—and girls,

too—in raising pigs. Bankers are lending money to the children to buy a pig to raise.

The new movement to encourage children to take an interest in agriculture generally and stock raising particularly is said to have started in Arkansas. It has attained great proportions in Georgia, where pig clubs are now operating in fourteen counties, carried on by the banks which have lent money to purchase purebred pigs.

In other counties promoters of pedigreed livestock or wealthy citizens are advancing the money to the pig club members.

In some places the boys and girls who wish to buy a pig get the money on their own individual notes. In others the banks require endorsements of the parents. This movement instills thrift and often is the beginning of new bank accounts. One bank at Macon, Ga., has set aside \$500 to lend to pig clubs.

M. U. Catalogue to N. Y. Library.

Miss Louise Peters, first assistant catalogue of the University Library, has accepted a position as assistant catalogue in the New York Public Library. She will begin her new work August 1. Miss Peters has been at the University of Missouri one year.

Henry Moore, '03, Heads Department.

Henry Moore, who was graduated from the University in 1903, has been appointed head of the department of psychology at Dartmouth College for next year.

Nickle Vacation Watches

You'll need a reliable time piece.

\$1.00 to \$3.00

Guaranteed one year

Henninger
813 Broadway

Summer Students
The Co-Op is Yours

THE University Co-Operative Store is student owned and managed, conducted with only one purpose—to help you and the other students of the University save money. It is your store.

Every Book You Will Need is at the Co-Op.

EVERY book, every article you will need in your University work is at the Co-Op. The Co-Op has supplied all student needs for fifteen years—from pen point at 1c to typewriters at \$100.

5%—Ask for Purchase Slips—5%

University Co-Operative
Store

The Co-Op

The Co-Op

In Academic Hall, the Main Building.

SHOE REPAIRING
E.C. DAWSON'S
24 South Ninth St.

Yee Sing
will call for your
Laundry

12 S. 7th. Phone 745



THE race ain't always to the swift. VELVET is way ahead of those quick-cured tobaccos, even if it does wait two years for agein'.

Velvet Joe